

HEARN

FOURTEENTH STREET Established 1827 WEST OF FIFTH AVE.

START OF SEASON SALES

are Business Builders

The architecture of our business success is founded on the confidence of our customers. Nineteen Springs have witnessed the steady growth of our Spring Sales because we have at all times given value to the utmost.

Our merchandise is first quality, our apparel is comparable to the best styles in uptown stores and our prices are always less.

We have brought to this event the results of nearly a century of experience in merchandising and the great resources of our cash-buying power. That combination assures our customers that the lowest price levels of the season will be reached in this Sale affording **Savings! Savings! Savings!**

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FOURTEENTH STREET Established 1827 WEST OF FIFTH AVE.

All on This Page on Sale
Both Monday and Tuesday

Opening To-morrow—OUR 19TH GREAT SPRING SALE

Spring Sale Specials

for Monday and Tuesday

Extra Size Jersey Suits for Women } **21.50**

Special.

Two excellent styles give a choice of coats with Tuxedo revers or notched collar—green, brown and blue heather mixtures—sizes 40½ to 52½.

Women's Coats } **23.75**

Were \$35.74

Models in serge, wool poplin and tweeds—well tailored in a variety of styles—half lined—regular and extra sizes.

Women's Dresses } **19.77**

Were \$24.75 and \$26.75

Smart models in mignonette and crepe de chine—colors include henna, brown, navy and black—sizes 36 to 46.

Girls' Tub Dresses } **1.77**

Were \$2.24

A large assortment of pretty plaid gingham dresses with white collars and cuffs—sizes 6 to 14 years—Limit 3.

Girls' Guimpes } **1.17**

Were \$1.58

Finely tucked models in sheer lawn—trimmed with lace and embroidery. Limit 4.

Women's Petticoats } **1.48**

Were \$2.28

Nainsook, lace or embroidery trimmed ruffle. Limit 2.

Women's Wool Tuxedo Sweaters } **3.00**

Were \$4.68

Plain and fancy weaves of medium weight—buff, orange, peacock, gray, brown, navy and black. Limit 2.

Brush Wool Scarfs } **4.00**

Were \$5.68

Pockets and belts, collars—buff, brown and peacock. Limit 1.

Women's Brassieres } **.64**

Were \$1.00

Fine material—embroidery trimmed—reinforced under arms. Limit 2.

New Corsets } **3.84**

Were \$6.50

Light weight coutil—spoon steel and elastic inserts—sizes 22 to 36. Limit 2.

Misses' Corsets } **1.00**

Were \$2.00

Fine material—medium low bust—sizes 20 to 26.

Misses' Dresses } **16.77**

Were \$22.50

Charming dresses in tricolette and beaded georgette crepe. Colors are navy, brown and black. Sizes 14 to 20 years.

Voile and Organdie Blouses } **1.52**

Were \$2.24

Colored or white—neat tailored styles—stripes or plaids. Limit 3.

Crepe Kimonas } **1.48**

Were \$1.94

Plain colors—rose, copen or old blue—straight model with sash belt—sizes 36 to 44. Limit 2.

Double Extra Size Petticoats } **1.26**

Were \$1.88

Black—tucked flounce with small pleating at bottom. Limit 2.

Crepe de Chine Camisoles } **.94**

Were \$1.28

Round yokes—rows of val lace front and back—ribbon trim. Limit 2.

Women's Extra Size Night Dresses } **.88**

Were \$1.38

Nainsook—round, V or high neck—wide embroidery edge—good quality ribbon draw—well made—full cut. Limit 3.

Women's Envelope Chemise } **.94**

Were \$1.36

Fine nainsook—white or flesh—lace—hemstitching, embroidery and ribbon. Limit 3.

Spring Sale Specials

for Monday and Tuesday

35-Inch Black Satins } **1.28**

Were \$1.74

Duchess finish—rich deep black—good wearing quality. Limit 15 yds.

40-Inch Crepe Meteor } **1.67**

Were \$2.45

Soft dull finish, good selections of fashionable colors. Limit 15 yds.

All-Wool Tweeds } **1.44**

Were \$2.97

54 inches wide—plain herringbone and hairline mixtures in tan, gray and brown colorings. Limit 10 yds.

All-Wool Tricotines } **1.95**

Were \$3.97

48 inches wide—close diagonal weave—colors are tan, blue, bird, elk, otter, seal, navy and black. Limit 10 yds.

Men's Wear Serges } **1.46**

Were \$4.48

50 and 54 inches wide—firm durable weave—navy blue and black. Limit 10 yds.

All-Wool Broadcloths } **2.24**

Were \$4.28

48 and 54 inches wide—sponged and shrunk—colors include antelope, bark, elk, gray, taupe, delft, bluebird, reindeer, otter, seal, navy and black. Limit 10 yds.

All-Wool Navy Tricotines } **3.95**

Regular value \$6.97

Limit 10 yds.

Yard-Wide Lining Satins } **1.07**

Were \$2.15

Excellent quality for coat and suit linings—good assortment of colors. Limit 10 yds.

Fancy Dainties } **.24**

Were .38

Dainty floral effects for misses' and children's dresses. Limit 20 yds.

New Dress Gingham } **1.21½**

Were .25

Splendid variety of plaids and stripes, patterns suitable for dresses, bungalow aprons, etc. Limit 20 yds.

Aeroplane Linens } **.50**

At less than landing cost

35 inches wide—all pure linen—not the inferior quality elsewhere offered. This fabric is desirable for so many uses that it is wise to buy as largely as you can at this special price.

Long Cloth (10-yd. pc.) } **1.30**

Were \$1.60

Firm weave, soft finish—excellent for infants' garments and lingerie. Limit 2 pc.

36-Inch White Poplins } **.55**

Were .70

Hearn's "Good Wear" Brand—name is sufficient guarantee of quality. Limit 20 yds.

New Ribbons } **.38**

Were .55

Satins and moires in desirable sash and trimming widths—white, black and colors. Limit 10 yds.

Mousetail Braids } **.35**

Were .48

(12 yd. pc.) newest Spring shades. Limit 6 pcs.

Satin Sashes } **2.75**

Were \$3.87

3 yds. long—colors are navy, brown and black. Limit 1.

New Buttons } **.13**

Were .38 to .78 card

Embroidered Flouncings } **.55**

Were .68

A large collection of good patterns, including dainty ruffled effects. Limit 15 yds.

Embroidered Net Flouncings } **1.65**

Were \$2.79

Many pretty styles for tunics, blouses and entire gowns—colors are brown, navy and black. Limit 10 yds.

Shetland Veils } **.28**

Were .37

Smart effects in brown, navy, taupe and black. Limit 2.

New Rufflings } **.71**

Were .94

Dainty Spring styles in net, organdy, lace and chiffon. Limit 10 yds.

Initial Handkerchiefs } **.72**

Were .80 half dozen

For women and children—dainty wreath designs. Limit 2 dozen. Special 12½ each.

Spring Sale Specials

for Monday and Tuesday

Seamless Velvet Rugs } **38.66**

Value \$58.50

Fine grade—medallion and small carpet designs on rose, cream and blue grounds. Limit 2.

Filet Net Curtains } **1.36**

Value \$2.25

2½ yards long—dainty new styles edged with lace. Limit 10.

Imported Curtain Madras } **.66**

Value \$1.00

45 inches wide—neat double border and figured designs—fine quality. Limit 18 yds.

72x90-Inch Sheets } **.61**

Were .84

Neat centre seam—very good sheets. Limit 12.

22-Inch Linen Damask Napkins } **6.44**

Were \$9.95

Heavy quality—bleached—very durable. Limit 5 doz.

70-Inch Bleached Linen Damask } **2.66**

Were \$3.50

Heavy close weave—excellent quality—gives long service. Limit 10 yds.

All-Linen Toweling } **.22**

Were .40

Firm durable weave—first quality. Limit 20 yds.

Union Linen Huck Towels } **.46**

Were .78

Heavy firmly woven union linen (part cotton) hemmed or hemstitched—white damask borders—choice designs. Limit 2 doz.

Turkish Bath Towels } **.74**

Were \$1.28

Close absorbent weave—hemmed white Turkish borders. Limit doz.

Cotton Toweling } **.14**

Were .26

Always needed—buy now at this bargain price. Limit 20 yds.

Men's Fine Shirts } **1.34**

Were \$1.95 and \$2.25

Repps, woven madras, etc.—colored stripes—large assortment—sizes 13½ to 17. Limit 3.

Men's Fine Silk Neckwear } **1.09**

Were \$1.45

Spring neckwear for Easter—newest figures and color combinations—open ends. Limit 3.

Men's Otis Underwear } **.74**

Were .95

Short or long sleeve shirts—double-seated drawers—first quality—all reg. sizes, 30 to 46, extra sizes up to 54. 20 cents extra.

Men's Fine Felt Hats } **2.44**

Were \$3.45

Soft, durable—olive, brown, green and gray—new Spring styles—all sizes

Men's Serge Trousers } **3.50**

Were \$4.95

Wool worsted finish—navy blue—well made—sizes 30 to 50.

Men's Union Overalls or Coats } **.90**

Were \$1.39

In plain blue, brown or white or striped blue—regular sizes. Limit 3.

Comfortables } **2.97**

Were \$4.00

Floral Mull centres—plain borders—cotton filled—full size

New Feather Pillows } **2.22**

20x20—were \$2.27

1.67 24x30—were \$3.07

22x28—were \$2.65

1.94 26x30—were \$3.37

2.47

Mixed goose and duck, strong, durable tickings—assorted stripes. Limit 3 pr.

All-Wool Plaid Blankets } **6.77**

Were \$14.94

Variety of color combinations. Limit 6.

All-Wool Blankets } **8.96**

Were \$16.94

White with contrasting colored borders—size 68x80. Limit 6.

27-Inch Domet Flannels } **.18**

Were .58

Bleached—heavy fleecy nap. Limit 20 yds.

Spring Sale Specials

for Monday and Tuesday

Trimmed Hats } **3.74**

Were \$4.94 and \$6.50

New dress and tailored models in black and colors, attractively trimmed.

Untrimmed Hats } **3.74**

Were \$4.74 and \$4.94

Large and small shapes in newest styles and colors.

Hat Trimmings } **.38**

Were .55

Pretty flower wreaths and other spring novelties.

Boys' New Spring Suits } **6.44**

Were \$7.94

Sizes 9 to 17 yrs.—green, brown and gray fancy chevrons—single-breasted sack models—plain or plaited backs. Limit 2.

Boys' Wash Suits } **2.35**

Were \$3.96

3 to 9 yrs. Junior models—Dutch—middy—Russian—plaited styles—plain colors—stripes and white with combination trimmings—repp, galatea, drill and chambray. Limit 3.

Boys' Two-Piece Pajamas } **.88**

Were \$1.48 to \$1.74

Fancy striped percales—also plain colors—frog trim—extra well made—cut full—6 to 10 years. Limit 4.

Boys' Blouses } **.54**

Were .89

Light and medium striped percales—collars attached—also Eton collar styles—sizes 5 to 15 years. Limit 3.

Boys' Caps } **.94**

Were \$1.48

Large assortment newest styles—large and small crowns—lined or taped. Limit 3.

Cabinet of Stationery } **.40**

Were .57

Assorted colors—48 sheets and 48 envelopes. Limit 3.

Little Tots' Organdie Dresses } **2.25**

Were \$3.47

Pink, maize, blue and green—trimmed with white organdie—collar, cuffs and sashes. Limit 3.

Babies' Half Wool Bands } **.44**

Were .65

With shoulder straps—sizes to 3 years. Limit 3.

Little Tots' Tailored Hats } **2.34**

Were \$2.97

Navy, black and brown—sizes to 6 years—roll brims—mushroom—ribbon trimmed. Limit 2.

Little Tots' Polo Coats } **9.47**

Were \$11.97

Tan, peach and blue—sizes to 6 years—belted and semi-belted models. Limit 2.

Children's Muslin Drawers } **.28**

Were .48 and .58

Good quality—1 to 12 years—knickerbocker style—hemstitched ruffle with lace edge—slightly yellow. Limit 6.

Children's Waist Union Suits } **.50**

Were .77

Shirt, waist and drawers combined—low neck—sleeveless, knee length. Limit 4.

Women's Extra Size Cotton Underwear } **.44**

Were .63

Vest, low neck, short sleeves or sleeveless—loose or tight knee drawers. Limit 6.

Hand-Embroidered Centre Pieces } **3.75**